

Connect Nevada Broadband Hero Award Nomination

NOMINEE: **Carson City Library** as an *organization nominee*; and **Mr. Steve Neighbors** as an *individual nominee* representing the Hop and Mae B. Adams Foundation.

CATEGORY: **Adoption** (for both nominees)

ADDRESS: **Carson City Library** **Business Resource Innovation Center**
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REASON FOR NOMINATION

On July 1, 2010, the Carson City Library was awarded a significant BTOP grant that has provided resources for acquisition and deployment of robust 21st century technology tools. The total grant was \$596,999. For Carson City's portion request, the Hop and Mae Adams Foundation provided a 27.2% cash match of \$162,658, adding to the \$434,341 award. Branded under two library monikers the *@Two Digital Learning Center*, or *@TwoDLC*, and the *Business Resource Innovation Center*, or the BRIC, these spaces are hives of community activity, growth and development.

The physical space on the second floor of the Carson City Library and space in the downtown business branch, the Business Resource Innovation Center (**the BRIC**), offers the tools and teachers to help students of every age become not just consumers of digital content, but makers and adept users as well. An inventory of 105 new computers has been added to the library system: lap tops, desk tops and high end computers; 3 fully equipped meeting rooms; photography equipment; tablets; audio/visual tools; production software and more make up the award expenditures, as well as two full time library positions. Please view this video to see the space, tools, programs and activity:

https://www.youtube.com/watch?feature=player_embedded&v=Hn9qsAg1abc#!

SELECTED HIGHLIGHTS TO DATE:

➤ **Increased public access to high speed broadband services**

Accomplished through adding computers to the library system.

Quick Look:

- 2008 CCL had 6 computers with 34,737 1 hr. session uses
- 2010 awarded BTOP grant, began deployment of tools
- 2011 & 2012 combined the CCL had 94,026 1 – 2 hr. computer session uses

➤ **Service to vulnerable populations**

Accomplished through ability to add programming, classes and training within the two locations that provide resources and training for non-English speakers – see appendix for Carson City demographics reflecting vulnerable population demographics – of which are a large majority of the active library patron population

➤ **Provide training, technical support and other resources to support job search, career advancement**

Accomplished through focused partnerships with area schools, public, private and charter.

Quick Look:

- 2008 CCL relied on computer tutor community volunteers who, upon availability, offered weekly tutoring sessions on basic word processing and introduction to the Internet. The adult services librarian offered weekly sessions to patrons to help them use the online public access catalog (OPAC), three resume building classes were offered and two programs from the State of Nevada Department of Employment & Training for approximately 327 patrons
- 2011 & 2012 combined the CCL conducted regularly scheduled workforce skill building, career advancement and training group programs and or one-on-one sessions for 7,895 patrons

➤ **Advance the use of E-services for employment, government resources, digital literacy, business development, health and education**

Accomplished through business focused librarian-led education and through robust community partnerships with local economic development agencies, the Carson City School District and a newly formed charter school, the Nevada Performance Academy.

Quick Look:

- 2008 CCL did not have the capacity to focus in this area.
- 2011, 2012 and 2013 (thru April) combined the CCL advanced the use of E-services for employment, government resources, digital literacy, business development and health and education by providing the following:
 - 173 classes offered @Two since opening in January, 2013
 - 3,803 technology related reference questions since January, 2013
 - 67 new business start ups since 2011
 - 37 existing business expansions since 2011
 - 5,580 attendees in BRIC and @Two programs since 2011
 - 93 federal and or state tax return preparations as a VITA site 2011 & 2012
 - \$159,185 refund dollars returned to local residents from 2011 & 2012

➤ **Enhance access to libraries and computers through ADA compliance**

Accomplished through ability to provide resources and training at both facilities that are ADA compliant.

@Two Digital Learning Center programs offer opportunities to learn how to use everything from the latest photo editing software, to navigating a new social media channel, to integrating a new application (*an app*) into the workflow.

Skilled information professionals and trades people ranging from photographers, audio engineers, filmmakers, songwriters, graphic artists, game developers, computer coders, web architects and more round out the @Two digital instructor line-up as **@Two Coaches**. With the support of these “guides on the side,” participants not only investigate and further develop digital skills and technology competence, but also uncover individual talents, personal and collective voice to powerfully express new ideas. **@Two Clinics** provide students and teachers (both together and/or separately and within public and private schools) after-school and weekend enrichment projects that can be synced with classroom lessons, or are ancillary, but either way create an “outside” learning opportunity.

@Two participants can also become a part of the @Two social network, where sharing and collaboration among friends, mentors, librarians, and media experts is fostered. Using @Two’s digital equipment can create music, videos, designs, photos, blogs, podcasts and more.

The Business Resource Innovation Center, the BRIC, functions to link business, education and government focused programs, education and one-on-one coaching to:

- Support the growth and development of emerging companies to compete in the global marketplace to generate business and revitalize the local economy;
- Provide targeted services, professional development, strategic advice, access to financing, marketing and public relations support and mentoring;
- Build resilient companies and successful graduates that locate grow and prosper in Northern Nevada;
- Provide internship opportunities for high school aged students, and
- Provides job opportunities for young adults.

Target Population:

The Carson City Library serves a primary user population of approximately 55,000 within a 36 square mile area that covers a compact portion of western Nevada. Carson City is a consolidated city/county. Table 1 identifies a basic sense of Carson City’s primary library user population; highlights include a population of 55,274 - 83.7 percent white; 21.3 percent Hispanic; 3.4 percent Native American; 3.4 percent Pacific Islander and 2.3 percent black. Just over thirty percent of the population reflects a household with one or more people under 18, and 29.5 percent with one or more persons 65 or over. 88 percent of Carson City residents have graduated from high school and/or attained more education. The estimated annual median household income is \$56,759.

Employment data is essential in understanding Carson City’s primary library users and offers important added context to information seeking behaviors and needs. Changes in employment data are also important in terms of anticipating how trends drive changing community information needs; as well as help illustrate the health or decline of each industry and the larger impact that those factors have on available resources for public library services.

The Nevada Department of Employment, Training and Rehabilitation (DETR) compile employment data for the State of Nevada. The information is provided to Carson City metropolitan statistical area (MSA) by industry. Carson City has a heavy reliance on government and private sector services (tables 2, 3, 4). The recent economic downturn has impacted all of these sectors, reducing government revenues, employment, payroll and created commercial vacancies, further diminishing the tax base (table 5).

In Carson City 9 public schools (6 elementary, 2 middle and 1 high school) serve students from grades K – 12 and enrollment for 2011 – 2012 school year was 7,529 students.

52.1 percent Caucasian, 39.8 percent Hispanic and the balance other ethnicities. 43.8 percent of Carson City School District students qualify for free and reduced lunch (State of Nevada Department of Education, 2012).

The Carson City Library programs, services and events are robust and leverage the collection, library spaces both virtual and physical and the library's technology. The library is diligent in sharpening its mission to provide free and equal access to information, technology and resources for entertainment and life-long learning to both its primary and secondary users. With a high priority toward continued growth as the central gathering place for Carson City library staff achieve goals through consistent investment in collection development, professional development for library personnel and creative programs (often made possible through innovative partnerships).

TABLES

Figure 1

sex	ancestry	age	School age population (3 –18 yrs)	Educational attainment of population 25 yrs and over (38,012)	income
<p>Males = 51.9%</p> <p>Females = 48.1%</p>	<p>American 4.2%</p> <p>Arab .4%</p> <p>Czech .2%</p> <p>Danish 1.5%</p> <p>Dutch 1.9%</p> <p>English 14.7%</p> <p>French (except Basque) 3.4%</p> <p>French Canadian 0.6%</p> <p>German 21.3%</p> <p>Greek .4%</p> <p>Hungarian 1.0%</p> <p>Hispanic 24.5%</p> <p>Irish 14.3%</p> <p>Italian 7.7%</p> <p>Lithuanian .2%</p> <p>Norwegian 2.0%</p> <p>Polish 1.5%</p> <p>Portuguese 1.5%</p> <p>Russian 1.0%</p> <p>Scotch-Irish 2.3%</p> <p>Scottish 3.3%</p> <p>Slovak 0.0%</p> <p>Subsaharan African 0.2%</p> <p>Swedish 2.4%</p> <p>Swiss 0.7%</p> <p>Ukrainian 0.2%</p> <p>Welsh 1.7%</p> <p>West Indian 0.1%</p>	<ul style="list-style-type: none"> household s with one or more people under 18 years = 30.6% household s with one or more people over 65 years = 29.5% 	<ul style="list-style-type: none"> Preschool = 3.8% kindergarte n = 8.2% elementary = 38.6% high school = 24.1% 	<ul style="list-style-type: none"> Less than 9th grade = 3.8% 9th to 12th grade, no diploma = 8.2% High school graduate = 32.1% Some college, no degree = 26.3% Associate's degree = 8.0% Bachelor's degree = 12.6% Graduate or professional degree = 9.0% Percent high school graduate or higher = 88.0% 	<p>\$49,993 per household</p>

Figure 1.

U.S. Census Bureau. (2006-2010). *American Community Survey*

Tables 2,3,4 & 5

Larmore, E. (2011). *Carson City center market ,economic impact and financial analysis*.
 U.S. Bureau of Labor Statistics current population survey, Carson City local area
 unemployment statistics. (Carson City library report, EKay Economics, Reno,
 NV).

Table 2
 Employment by Industry
 Carson City MSA 2002-2011

Industry	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011*</u>
Goods Producing	5,200	5,000	5,200	5,400	5,300	5,100	4,800	3,892	3,300	3,100
Transportation & Utilities	900	1,000	1,000	1,100	1,100	1,100	1,000	958	900	800
Retail	3,800	3,400	3,300	3,400	3,600	3,500	3,400	3,050	2,900	2,900
Professional & Business Services	2,200	2,300	2,400	2,500	2,500	2,400	2,100	1,900	2,000	2,000
Leisure & Hospitality	3,600	3,700	3,900	4,000	4,000	4,000	3,800	3,450	3,300	3,300
Government Services	10,400	10,400	10,600	10,900	11,200	11,400	11,500	11,617	11,700	11,900
Other Services**	4,900	5,200	5,500	5,300	5,100	5,400	5,400	5,025	4,800	4,700
Total	31,000	31,000	31,900	32,600	32,800	32,900	32,000	29,892	28,900	28,700

*Data available through February 2011.

**Includes financial activities, educational and health services, and other services.

Table 3
 Employment Growth by Industry
 Carson City MSA 2002-2011

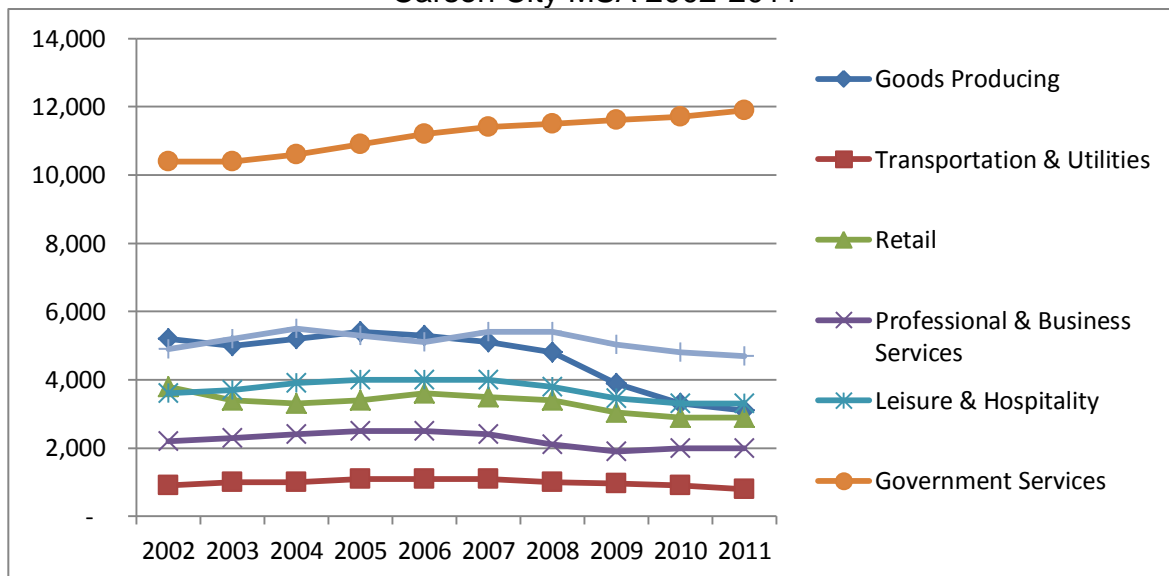
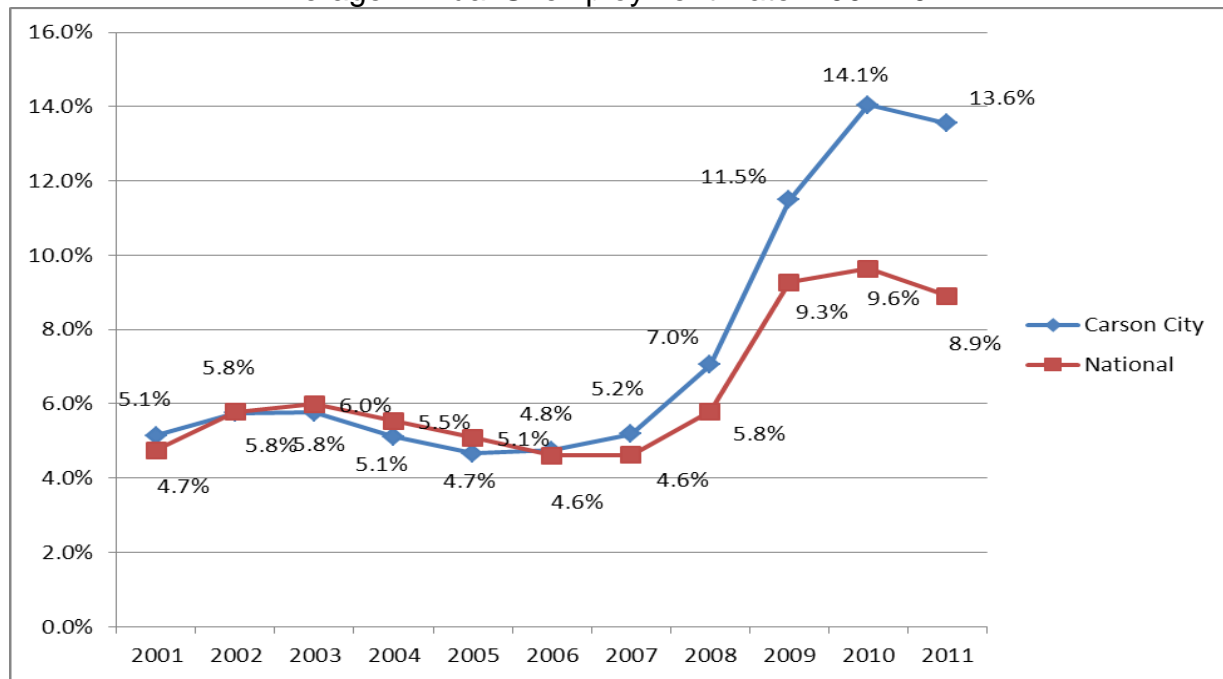


Table 4
Percent Employment by Industry
Carson City MSA 2002-2011

Industry	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>
Goods Producing	17%	16%	16%	17%	16%	16%	15%	13%	11%	10.8%
Transportation & Utilities	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
Retail	12%	11%	10%	10%	11%	11%	11%	10%	10%	10%
Professional & Business Services	7%	7%	8%	8%	8%	7%	7%	6%	7%	7%
Leisure & Hospitality	12%	12%	12%	12%	12%	12%	12%	12%	11%	11.5%
Government Services	34%	34%	33%	33%	34%	35%	36%	39%	40%	41%
Other Services	<u>16%</u>	<u>17%</u>	<u>17%</u>	<u>16%</u>	<u>16%</u>	<u>16%</u>	<u>17%</u>	<u>17%</u>	<u>17%</u>	<u>16%</u>
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Table 5
Average Annual Unemployment Rate: 2001-2011¹



ADDENDUM

About The Business Resource Innovation Center (BRIC)

A collaborative service of the Carson City Library

Growing our own in a business resource and innovation center

An 8,000 square foot business resource center located in downtown Carson City will integrate business resources with regulatory navigation to more efficiently help businesses succeed. Across from City Hall on E. Proctor Street, within the main downstairs space of the older full brick “Fireside Building,” public computing areas, business collections (including specialized data bases and research sources), meeting rooms and a teaching/training area enables the city to have a one stop shop to retain existing businesses and help bring new business.

The mission of the business resource and innovation center, secured thru public / private partnership with Broadband Technology Opportunities Program (BTOP) Public Computing Centers (PCC) resources, matching funds from the Hop and Mae Adams Foundation and the sweat equity of the Carson City Library is to provide a central location for business-related information and resources, increase office and meeting space for counseling, mentoring, seminars and other business education programming and drive further business retention and development. Unlike many business assistance programs, to access the B.R.I.C programs clients need only walk in the door.

Together, long-term sustainability and focused economic growth will build a diverse, innovative economy throughout the town.

Business and Technology Incubation - Links business, education and governments:

- Supports the growth and development of emerging companies to compete in the global marketplace to generate business and revitalize the local economy.
- Provide targeted services, professional development, strategic advice, access to financing, marketing and public relations support and mentoring
- Builds resilient companies and successful graduates that locate grow and prosper in Northern Nevada
- Provides internship opportunities for high school aged students
- Provides job opportunities for young adults.

Together, getting Carson City back to work

A unique set of partners working toward accomplishing these goals are working hard to find ways that can offer high-tech, turn-key resources to help businesses succeed. With that, jobs will be saved and added to Carson City’s employment base to help turn around our local economy and also help secure a long term, healthier future for the entire community.

Partners:

- Carson City Library
- Hop & Mae Adams Foundation – whose mission it is to serve the youth of Carson City through opportunities that lead to jobs
- University of Nevada, Reno – College of Business, Center for Regional Studies and Small Business Development Center
- Northern Nevada Development Authority – industry recruitment partner

- Carson City Cultural Commission - connecting commerce with culture

About Carson City Library and Community Education Collaborative

5 Basic Assumptions:

- Learning begins before schooling - public library provides only free pre K learning opportunities.
- Good schools require a good community library.
- People in a learning society need libraries throughout their lives.
- Public support of libraries is an investment in people and communities.
- Downtown libraries are catalysts for economic and business development.

Description:

The Carson City Library offers improved public computing suitable for educators to deliver programming and facilitate internship opportunities leading to post-secondary education and/or job placement.

Benefit:

The Library's BTOP award offers Carson City traditional school age students (preK-12) maximum opportunity and access to more individualized and personalized educational programming with better outcomes.

Opportunity: Access to state of the art public computing stations within the existing library and/or at the BRIC branch location adds a valuable educational asset to local schools

Improving student learning outcomes through a unique education collaborative

The breadth of resources and programs currently provided by the Carson City Library for area pre-school, elementary and secondary school-aged children and their families is robust. These relationships improve educational program delivery and provide youth better access to support in their quests for information, knowledge, learning and ultimately career path selection and successful job placement. Cooperative relationships between the two separate institutional settings are essential ingredients in implementing increased achievement for local students.

Factors identified include a new opportunity for collaboration between the schools and the library within the library's existing facility and it's new branch location. Formal commitments between the Library and the Carson City School District and the Nevada Performance Academy have solidified as a result of the library's technology resources. Active communication and interaction about adequate partner-shared funding to allow for innovation and risk taking for the success of these unique and pioneering collaborative partnerships is underway.

FACT: The Library has 300,000 visitors every year; of that amount more than one third of the services provided in these visits are delivered to school aged children.

Today's educational contribution of the Carson City Library includes:

- Collaboration with schools and agencies serving hard-to-reach youth by providing books, technology and programs.

- Training for staff and parent volunteers in the use of technology and educational items.
- Providing opportunities for youth to practice reading and communication skills through reading programs, “lap-sit” programs, storytimes, book discussion clubs, contests, peer tutoring, and book and music reviews to share with peers.
- Creating intergenerational experiences using library resources and programs that help youth and older adults better understand and value each other.
- Providing safe, welcoming places for children and young adults to gather with friends to enjoy library resources or to be alone to pursue personal interests.
- Providing preschool educational and literacy programs, including parent and caretaker education.
- Acting as a more formal educational center through family literacy, technology and workforce training programs.
- Offering homework centers and provides space, materials, and personal intermediaries.
- Providing tutoring (in-person and online).
- Providing career information services.
- Offering workshops on computer and information literacy, research skills.
- Helping students learn basic information searching skills or to point to helpful tools.
- Opening longer hours (nights and weekends) and students often prefer an out-of-school environment.
- Jointly sponsors guest speakers for workshops and classes.
- Providing Internet access.
- Conducting year-round reading programs.
- Conducting summer reading programs.

FACT: Libraries are no longer just a place to find books. Today’s library is a place that extends far beyond its physical walls. Our library is a place for everyone.

1) Resource sharing aimed at distance learning

- Additional public computing spaces within the library
- Sharing of additional online resources.
- Continuing education support.
- Homework help centers (online and in person).
- Library cards for every student.
- E-mail and text messaging service for educational support.

2) Cooperation in providing information services and instruction

- Information literacy curriculum development.
- Provides four professional librarians with master’s degrees in library and information science.
- Support for a wide breadth of assignments-science fair to senior projects.

3) Digital media center access

- Instruction in and production of digital media and other new media activities.

- Distinct, but complementary roles of the library media specialist as information specialist, teacher, and instructional consultant in service of curriculum programs
- Students are provided instruction, integrated into the curriculum, in the skills needed to identify and use technology effectively.
- Collaborate with classroom teachers to design learning activities.
- Instruct children and young adults in the use of computers and other digital media technologies.
- Encourage and assist teachers in developing new media-based learning experiences.
- Initiate and coordinate with teachers' schoolwide projects that help students sharpen digital media skills